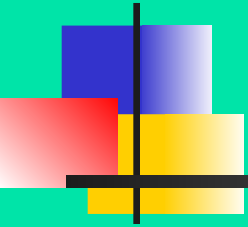
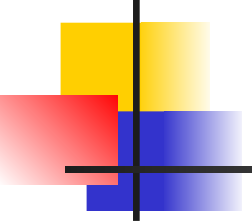
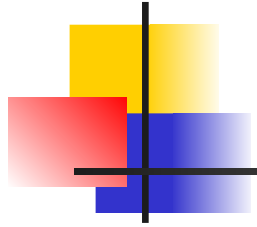


Principles of Management



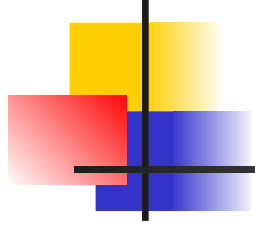
Principles of Management

- 
- “engineering management”
by Fraidoon Mazda
 - Chapters: 2, 17, 18, 19, 20 & 13
 - Reading:
 - Chapter 1 & Case Studies
 - Other Books on the topic & Internet
<http://www.managementstudyguide.com/>



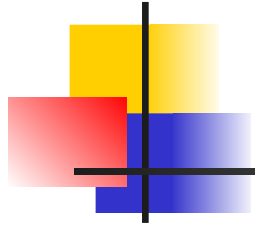
What is Management?

- Is Management an;
- Art?
- Science?
- Neither?
- Both?
- Management is the use of techniques, based on measures, artfully applied.



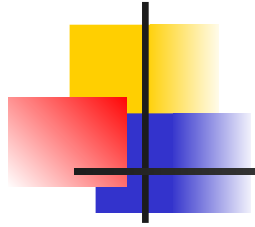
What is Management?

- “There are those who **do** things and those who **talk** about things”.
- “There are those who do things and **those who get things done**”.



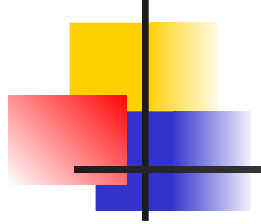
What is Management?

- **Scientific ideas** usually come from
 - individuals
- We need **multi-disciplined teams**
 - to develop them into products
 - to market
- The activities of such teams needs to be coordinated and **managed**.



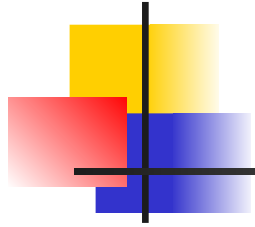
What is Management?

- For young engineers, management is;
 - something **they** do
 - a world full of **time wasting effort** spent mainly on covering up one's mistakes and stabbing peers in the back
- Surely, this impression of the management is **incorrect**



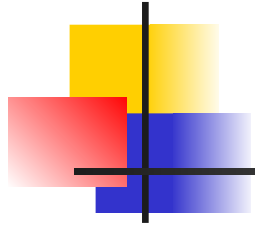
What is Management?

- The **one golden rule** about the management is ...
- ...that there is **no golden rule**
- There are no “rights” or “wrongs” in management



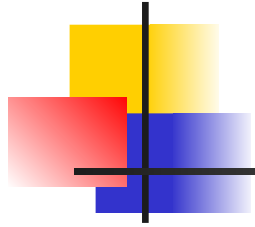
What is Management?

- Management has broadly been categorized into management of;
 - tasks - *predictable*
 - people - *unpredictable*
- Actually, everything in management leads to **people**



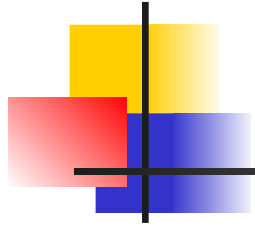
What is Management?

- In management there are no fixed answers
- All one can do is;
 - learn basic principles and techniques of management
 - and be guided by experience when applying those



What is Management?

- In order to learn **cricket**, it is not sufficient to read a good book on cricket or attend a good lecture on “how to play cricket”.
- Of course this is an essential first step: learning the **fundamentals**, the **rules** of the game.
- But the only way to become a good player is, to go out in the field and actually play the game, learning from the bruising one receives.



What is Management?

- The best a book/lecture on management can hope to achieve is to explain the **basic principles** (*i.e., the tools of management*) and the young manager must use **common sense** in applying these to **real-life situations**.



History of Management

- Practices of engineering & management
- Pyramids of Egypt
- Management - a profession, relatively new
- Professional – one having minimum standard of education or work achievement, administered by an independent body to which members belong



History of Management

- Earlier industry & management:
 - primarily **family businesses**
 - **managed by family head &**
 - **very little or no room for promotion of outsiders**
- **Multinationals** – professional managers



History of Management

- American Management Association (AMA) was founded in 1923
- Institute of Management was founded in 1948
- Management techniques have changed over the time – *(industrial growth to survival of business)*
- 1973 oil crises – external environment



Thank You
